

MARIETTA POLICE DEPARTMENT

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Policing with a Vision

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Marietta Implements futuristic public safety program: M-LIVE

The Marietta Police Department is eager to announce implementation of the new *M-LIVE* (Marietta Law Enforcement Image and Video Exchange) Program.

Designed to continually modernize public safety initiatives in Marietta, especially in the area of crime prevention and detection, *M-LIVE* enables the police to request and process digital images and video submissions from the public of specific crimes and crime scenes. When Marietta police are working on solving a specific public safety problem, pattern, or crime, the department will broadcast a request to the public for relevant images or video they may have of the event(s). In a press release we will provide a specific "Call Out" which is the file name that we want the public to upload their digital media that directly pertains to our request. The public can upload photos or video from a computer, an app on their phone or select social media sites such as Facebook, Instagram, and YouTube. The upload site in turn is capable of receiving and cataloging heavy volumes of digital data that will be reviewed by detectives to determine if there are evidentiary materials or specific investigative leads contained in the digital images.

The idea for the *M-LIVE* Program comes from the resounding success last year of the Boston Police Department while they were investigating the 2013 Boston Marathon bombing. BPD requested the public to submit any video they had of the marathon, mainly from cell phone photos and videos. The public responded in a very big way; submitting hundreds of hours of video. The police in turn sorted through all the video and as a result solved the horrific act of terrorism. With *M-LIVE*, the Marietta Police Department plans to use the same methodology to solve specific local public safety problems or crimes.

In order to begin using *M-LIVE*, MPD plans to focus on a current public safety problem: a trend involving a increase in hit-and-run/leaving the scene of an accident incidents in 2013. In order to reduce and reverse this dangerous trend, the department is requesting anyone who has photographs or video of someone leaving the scene of an accident to use one of the many avenues provided for submitting digital data to this website. The images will be reviewed by detectives and those that are relevant to pending hit and run cases will be documented and forwarded to investigators for follow-up.

The Marietta Police Department remains deeply committed to engaging the public in a spirit of cooperation and partnering with the police in order to keep Marietta safe from all hazards, especially crime. To that end, Marietta Police department members feel that the M-LIVE program will provide a new efficient and effective means for the increasingly cyber-savvy public to work shoulder to shoulder with their police toward our mutual goal of maintaining a safe community.

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